General instructions

- The duration of this paper is **1 hour**.
- Read each question carefully.
- The maximum marks for each question are shown.
- Answer all **14** questions.
- You do not need to write in complete sentences.
- You will not be assessed on spelling, punctuation and grammar.
- The maximum number of marks is **40**.
- Dictionaries **are** allowed.
Scenario
You are trying to raise some money for your holiday. You decide to sell some unwanted gifts on eBay, but don’t know where to start. You find some documents online and a friend sends you a magazine article he thinks could help.

Read the documents on the following pages and answer the questions.
**Document 1**

Sent in by Doreen Naisby, a part-time primary school teacher from Gosport. For details of how to submit your article, see below. There is a £200 prize for every reader's article we use in the magazine!

### ‘The day eBay transformed my life!’

I can’t tell you how sad and dejected my life became after my owner received the latest iPod model for his birthday. Okay, so maybe I was a bit out-of-date but I was still serviceable. Unable to compete with the new arrival, however, I was thrown under the bed and forgotten amongst the cobwebs and dust. My mood was nearly as flat as my battery; whatever was to become of me?

Then a bright light appeared and I thought I was destined for the great iPod heap in the sky. Luckily I was mistaken and amidst a cloud of fluff, I was half-swallowed and dragged from beneath the bed by the vacuum cleaner. My owner’s mother brushed me off, wiped my screen and plugged me into the charger. When I was fully powered, she switched me on and discovered I still worked. Imagine my joy when she said, “Right, it’s eBay for you my lad!”

She took a photograph before accessing eBay’s website then uploaded the picture and detailed my specifications, including my many good points, and my shortcomings!

I appeared in the auction listings for seven days. At the auction’s close, the highest bidder won me for £35 – what a bargain! After one final polish I was covered in bubble-wrap, placed in a stout box and posted. A week later I arrived safely and my new owner was so overjoyed at receiving me, he logged into eBay immediately and left positive feedback saying, “My new iPod is brilliant - exactly what I needed!”

Since it started in 1995, eBay has hosted millions of transactions just like mine and made recycling through auctions a major internet activity. Just as well, otherwise I might have remained under that bed forever or worse still, ended up in a land-fill site. Instead, my useful life has been extended, the seller made a little extra cash, my new owner saved some money, and best of all I’m full of music again!

My owner setting up that sellers account, an absolute must, was the first step to my happiness. You could do the same thing and watch the money roll in!

Contact us:
newsdesk@chatterboxmag.com
distribution@chatterboxmag.com
advertising@chatterboxmag.com
readercontributions@chatterboxmag.com

(Images adapted from: http://www.kidsafetips.com/free_ipod.php)
I have sold thousands of items on eBay and I know from experience, that a good title and description are essential. The title must create a favourable first impression, making your advertisement stand out amongst the crowd, and the description must be informative and accurate. A useful tip is to examine similar examples and make a note of any phrases which appeal to you. Give concise details of what you are selling and include its brand name, model, designer, or manufacturer. Avoid using words such as ‘Wow’ or ‘Mega’, which convey nothing useful to potential buyers. Remember also that eBay has strict rules, and unacceptable listings include those that:

- fail to state the nature of the item
- contain website addresses, email addresses, and telephone numbers
- contain obscene language
- question the legality of an item and use words like ‘outlawed’, ‘illegal’ or ‘banned’
- use third-party brand names.

The description should be written in Standard English using proper sentences which are both grammatically correct and accurately punctuated. Spellings should be checked and slang or ‘text-speak’ should not be used. Familiarise yourself beforehand with eBay’s rules regarding the content of listings. Do not write anything that is untrue or misleading. You are not allowed to tempt buyers by comparing your item to other brand names.

Include a full physical description of the item, with technical specifications where appropriate. For example, if selling a television you should state:

- screen size and resolution
- whether digital, analogue and HD ready
- details of connecting ports
- any other relevant facts a buyer may need to make an informed decision.

It is also worth remembering that a picture is worth a thousand words, so where possible add photographs of your item. I have found that listing any faults or defects such as scratches and dents, and describing the item’s general condition has not stopped me selling the items. In fact, it means the buyers are happy because they know exactly what they are getting and they trust me as a seller and I get loads of repeat business. State the age of the item and your reasons for selling, and, if recently purchased, whether it is under warranty. Do not make exaggerated claims as these could earn you negative feedback from the buyer, which may stop people trusting you if you offer items in the future. This would be a real shame because selling on eBay is an easy way to make money. Your success as a seller depends on the feedback you receive about the accuracy of your descriptions and your speed of delivery. These are the two most important aspects of your service.

To go back to the homepage click the link www.ebay.co.uk

(text adapted from: http://pages.ebay.co.uk/help/sell/title_desc_ov.html)
Document 3

1 record available

Starting bid:
£

Enter maximum bid:

Place bid

Watch this item
Now watching in My eBay

Document 4

I have been really disappointed with my first experience of buying something on eBay. I had been looking for the first album by The Changers and was told the only place I was likely to find it was on eBay. Think how excited I was to find it on sale there.

The description of the CD said it was ‘perfect’, which I took to mean that it would play without any problems, and both the case and liner notes would be in perfect condition. The seller, Powerboy55, should be ashamed of himself!

Next day delivery was promised. I should have known better!
DIS iz d DVD U hav Bin w8N 4. It is awesome! It is a pirate copy so it is illegal but it is much better quality than the original Warner Bros film. I have permission from the film makers to sell it. If you don't want to wait for the bid to close just phone me on 0122 5674.
1 Which of the following best describes the purpose of Document 1?

TICK ONE ANSWER ONLY

a) To criticise eBay. □
b) To obtain money. □
c) To sell a product. □
d) To instruct users. □

2 You think selling on eBay is a good way to raise money but you want to clarify if there are other benefits. Which of the following is suggested in Document 1?

TICK ONE ANSWER ONLY

a) Selling on eBay solves landfill problems. □
b) Selling on eBay is environmentally friendly. □
c) Selling on eBay will save you money. □
d) Selling on eBay will help your community. □

3 Using document 4, sum up the possible problems for buyers using eBay.

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4 In preparation for writing your item listing you are looking at examples on eBay (Document 3). Based on the information in Document 2, what would you do differently in your listing to maximise your chances of selling?

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4 marks

5 You are interested in the buyer's experience as written in Document 4. Why have they contributed to the discussion forum?

TICK ONE ANSWER ONLY

a) To promote the Changers' music.
   □

b) To invite people to sell on eBay.
   □

c) To advertise a product on eBay.
   □

d) To provide feedback about a seller.
   □

1 mark
6 You don’t want to make the same mistakes as Powerboy 55 so you want to carefully consider what the following statements mean.

What is implied by each of the three following statements from Document 4?

a) … the only place I was likely to find it was on eBay.

b) Powerboy55 should be ashamed of himself.

c) I should have known better.

7 You want to maximise your selling potential and realise that advertising about your services on related forums is one way to do this. You read Embo79’s advert in Document 5.

Her advertising contains bias which you think could be an effective technique to use in your advert. State three examples of bias Embo79 has used.
8 You now have most of the information you need to sell your item. According to Document 1, what must you do before you can sell an item on eBay?

9 You have successfully sold your first item on eBay and want to share your experience with other users of eBay. According to Document 2, how can you do this?

10 As part of your response, you also want to advise people about why they too should sell on eBay.

Summarise from Documents 1 and 2 by giving six recommendations for selling on eBay.
11 Your buyer did not leave any feedback so you send an email to ask them to do so.

What would you prompt the buyer to comment on to maximise your reputation as a seller?

2 marks

12 You want to win £200 by submitting an article to Chatterbox yourself. The writer of the article about the ipod has used various features of language and layout that meant the magazine decided to publish it.

List four of these features (language and layout), with examples from the text, that you could use to improve the chances of your article being published.

8 marks
13 After writing your article, how should you submit it to Chatterbox magazine?  

1 mark

14 A friend of yours has also decided to sell on eBay and has written his first listing (Document 6) and asks you for advice about it. Based on the information in Document 2, what has he done wrong?

6 marks
End of Assessment